GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6724
ANSWERED ON:08.05.2003
T.V. PROGRAMMES WITHOUT COMMERCIALS BREAKS
RENUKA CHOWDHURY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have framed rules to ensure that pay channels under the new law have to provide services without commercial breaks and have to decide about the source of their revenue;

(b) if so, the details thereof alongwith the reasons for the new rules; and

(c) the steps taken/proposed to be taken by the Government to enforce them?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): No, Sir. The Government has amended the Cable Television Networks(Regulation) Act, 1995 to, inter alia, provide the transmission/re- transmission of programmes of every pay channel through an addressable system.

(b) & (c): Do not arise.